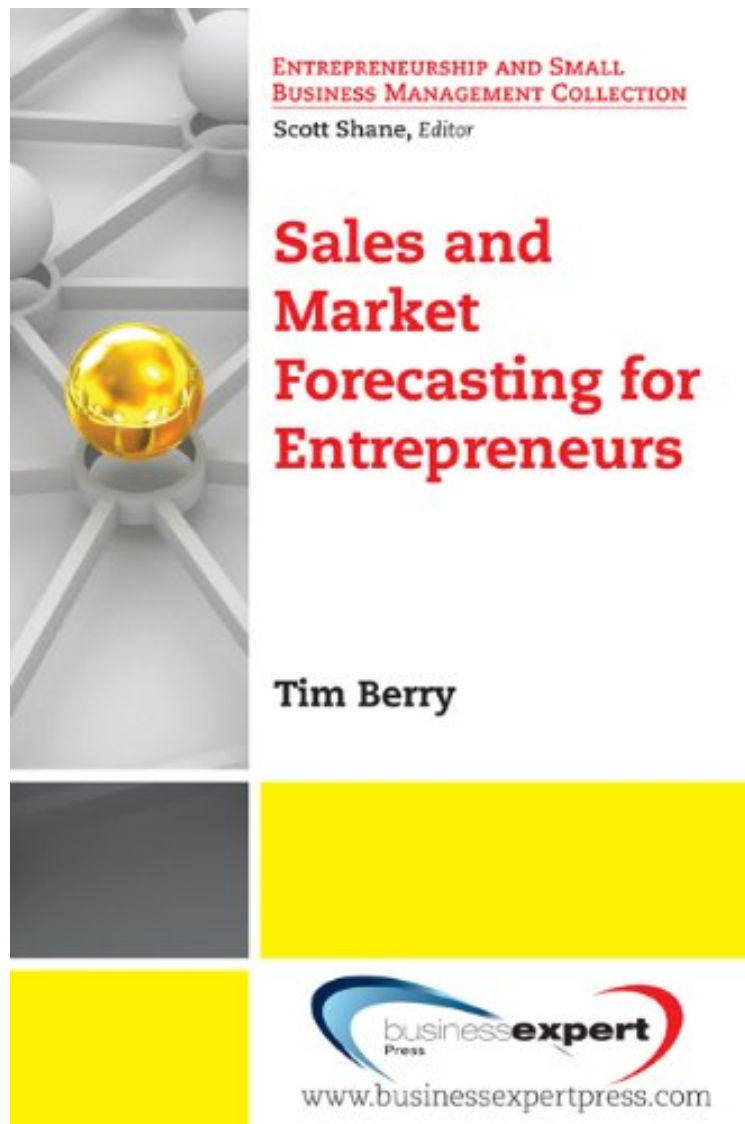


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Sales and Market Forecasting for Entrepreneurs (Entrepreneurship and Small Business Management Collection)

Tim Berry

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Tim Berry : Sales and Market Forecasting for Entrepreneurs (Entrepreneurship and Small Business Management Collection) before purchasing it in order to gage whether or not it would be worth my time, and all praised Sales and Market Forecasting for Entrepreneurs (Entrepreneurship and Small Business Management Collection):

This book, written by a 30-year veteran in planning, market research, and running a business, shows you how to educate your guesses with real world common sense, to make practical business forecasts, and to use them to manage your business better. While it goes through some of the more sophisticated techniques as well, its focus is on what people really use. The book includes cases, stories, examples, and real experience.

About the Author Palo Alto, CA; President and founder; Palo Alto Software